



CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR®

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
www.energystar.gov

Colleges and Universities can help Change a Light, and Change the World with ENERGY STAR®

Campaign Overview

The ENERGY STAR Change a Light, Change the World Campaign is a national call-to-action to encourage every individual to help change the world, one light — one energy-saving step — at a time. Going into its 7th year, the 1st Wednesday in October has now been designated as ENERGY STAR Change a Light Day and serves to rally Americans around this important call-to-action. It is timed to coincide with Energy Awareness Month and Daylight Saving Time, when lights tend to stay on longer.

At the campaign's heart is the ENERGY STAR Change a Light Pledge found at www.energystar.gov/changealight. The US Environmental Protection Agency and Department of Energy, together with non-profit organizations, state governments, schools, community groups, and more have begun to promote the Pledge year-round. This on-line pledge invites individuals to change at least one light at home, and is a simple step everyone can take to join a growing community committed to saving energy and helping to reduce the risks of global climate change.

The goal is to encourage at least 500,000 individuals to take the Pledge. Every light changed is a step in the right direction to preserve energy resources and our environment for this generation and the next. Just think, *if we changed a bulb for every child in America, this would prevent more than 30 billion pounds of greenhouse gas emissions and save enough energy to light more than 15 million homes for an entire year!*

Energy, the Environment and Lighting

Most of the electricity we use in America is generated by burning fossil fuels like coal and oil. So, when we use less energy, we reduce greenhouse gas emissions released into our air by power plants. These emissions are collecting in our atmosphere and are causing our climate to change. Most people don't realize that the average home is responsible for twice the greenhouse gas emissions as the average car. By working together to reduce our energy use at home, we can help reduce the risks of global warming and preserve our environment -- our life support system.

Bobby Levine, College Student

"It's a very simple way to do a lot. With 2,300 kids all making a small change, it adds up to a big change."
- Bobby Levine, Class of 2008,
Middlebury College, Vermont

About 20 percent of the average home's electricity use goes to lighting, and it's the easiest change we can make. ENERGY STAR qualified compact fluorescent light bulbs and fixtures last up to 10 times longer than standard lights and use at least 2/3 less energy, so this small change can make an enormous difference when we all do our part.

Join the Movement!

Colleges and universities can play a vital role in this effort by educating students and communities about the link between energy use and our environment, simple steps we can each take to save energy, and ways communities can make a lasting difference. Visit the *Change a Light* Partner Resources pages at www.energystar.gov/joinCAL to learn more about this year's campaign, register your class, organization, dorm, or institution up to take a leading role with the Pledge, and view downloadable and ready-made materials for colleges and universities. Ideas for participation include:

- Educate students, faculty, or the community about global warming and simple ways they can save energy: Set up an information booth, write a column for the college newspaper, plan an activity, or conduct a campaign to change out the lights in student dorms and apartments.
- Become an ENERGY STAR *Change a Light* Pledge Driver:
 - Sign up and set a goal for a class, organization, dorm, or college/university for the number of pledges you'd like to achieve, then watch your energy and environmental savings add up! You can track progress against your goal and as part of the national campaign.
 - Consider creating a spirited competition between classes, dorms, or neighboring schools.
 - Link to or host the Pledge on your college/university home page.
 - Use materials from ENERGY STAR to reward students, such as downloadable stickers, decals, or bookmarks; or, hand out zipper pulls that you can request from EPA to reward their activity.
 - Tie your effort to obtain Pledges in with a community activity for greater impact and recognition.



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- Recognize National *Change a Light* Day: Encourage your college/university president, local mayor, or governor to mark October 4th as "ENERGY STAR *Change a Light* Day." Participate in a local press event or set up an information booth on campus, at a local participating retailer, or at the city/town hall on ENERGY STAR *Change a Light* Day.
- Work with the school administration or local retailers to provide ENERGY STAR qualified CFLs to students moving into dormitories.
- Consider selling ENERGY STAR qualified CFLs as a fundraiser for a student organization. Several groups had success with this non-traditional fundraising idea in 2005.

Online Resources and Campaign Contacts

ENERGY STAR offers a variety of *Change a Light* resources on its Web site to help you educate students and faculty, engage your community, and publicize your involvement, including:

- Campaign Posters and Handouts – downloadable versions available, as well as ready-made versions upon request. Contact Sarah Banas to request (information below)
- Fact Sheets
- ENERGY STAR Change a Light Logos, Web Banners, etc.
- Downloadable Rewards – stickers and more

The possibilities are endless! Visit the ENERGY STAR Change a Light Partner Resources pages at www.energystar.gov/joinCAL for more information or to register to help lead the Pledge. For general ENERGY STAR program or product information, visit www.energystar.gov.

For questions about the campaign, or to be added to our periodic e-mail updates list, please contact:

- Sarah Banas, contractor to ENERGY STAR, at changealight@cadmusgroup.com / 617-673-7105
- Wendy Reed, EPA, campaign coordinator, at reed.wendy@epa.gov / 202-343-9122